



June 2016

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Trade Consultants

Enrique Gandara

Animal Feed, Livestock & Genetics
Latin America & Russia
(608) 224-5113
enrique.gandara@wisconsin.gov

Jennifer Lu

Wood products, Animal Feed,
Livestock & Genetics
China & Asia
(608) 224-5102
jennifer.lu@wisconsin.gov

Ashwini Rao

Processed Foods
India, Latin America & European
Union
(608) 224-5119
ashwini.rao@wisconsin.gov

Lisa Stout

Processed Foods
Asia & Canada
(608) 224-5126
lisa.stout@wisconsin.gov

Jen Pino-Gallagher

Bureau Director, Agricultural
Market Development
(608) 224-5125
jen.pinogallagher@wisconsin.gov

Market Support

Christine Stamm

Office Operations Associate
(608) 224-5080
christine.stamm@wisconsin.gov

[Click here](#) to learn more about
our services.

[Successful completion of trade mission to Jalisco, Mexico](#)

Governor Scott Walker and DATCP Secretary Ben Brancel led a trade mission to the Mexico (June 13-18, 2016) to strengthen connections with Mexican government and agricultural leaders, increase awareness of Wisconsin industry and commerce, and continue to build and reinforce Wisconsin's sister state relationship with Jalisco, one of Mexico's leading dairy regions. The trade mission included nearly a dozen Wisconsin companies who participated in the CIGAL Dairy Show, where they learned more about market potential in Mexico, connected directly with producers and importers, and networked for long-term business partnerships.

Upcoming Events

[Registration ends tomorrow: Midwest Buyers Mission](#)

When: August 3, 2016

Where: Madison, WI

Position yourself and your products in front of pre-qualified, experienced international buyers who continue to seek the latest food trends and products from the United States. Register early as meeting slots are scheduled on a first-come, first-served basis. It's the perfect low-cost opportunity to meet buyers from established and emerging markets in one place.

Contact: Lisa Stout / (608) 224-5102 / lisa.stout@wi.gov

Hong Kong Trade Development Council Hosted Luncheon

When: July 13, 2016

Where: Wausau, Wisconsin

Cost: Free



Join Ms. Bridget Lee, Director Chicago, Hong Kong Trade Development Council for a hosted business luncheon on July 13th in Wausau, Wisconsin. Speakers at the event will inform you about the many opportunities for your food, wine, and ginseng exports to the lucrative Hong Kong market. There is also an opportunity for two companies to share booth space at the [Hong Kong International Wine & Spirits Fair](#) (November 10th-12th, 2016).

Please RSVP before Friday, July 8, 2016 to:

Jennifer Lu: Jennifer.Lu@wi.gov

Lisa Stout: Lisa.Stout@wi.gov

Madison Niemann: Madison.Niemann@wi.gov

SAVE THE DATE: Global Dairy Symposium at World Dairy Expo

When: October 6th, 2016 (8:30am – 11:30am)

Where: Mendota Room, Alliant Energy Center

The symposium will spotlight global trends in dairy production, global genetic diversity, processing and marketing of dairy products. Featuring thought leaders from around the world, companies will take away information on latest trends, impact and predictions for the world's developed and developing dairy industries.

Contact: Jen Pino-Gallagher / (608) 224-5125

/ Jen.pinogallagher@wi.gov

2016 World Dairy Expo: Value Added Feed Ingredients Buyers Mission

When: October 4-6, 2016

Where: Madison, WI

Early Registration Deadline: August 1, 2016 - \$150

DATCP and Food Export Association of the Midwest will be conducting a Value-Added Feed Ingredients Buyers Mission in conjunction with the [World Dairy Expo](#). Companies will meet with pre-qualified buyers from around the world in pre-arranged, one-on-one meetings right here in the U.S., generate new sales leads, and build relationships with key industry players. It's the perfect low-cost opportunity to meet qualified buyer from around the world in one place!

Contact: Jennifer Lu / (608) 224-5102
/ Jennifer.lu@wi.gov

Food and Hotel China: Sign up now to get more out of your trade show experience!

When: November 6th-9th, 2016

Where: Shanghai, China

Cost: \$225 before July 18th, 2016

Food Show Plus! services at the Food & Hotel China will provide you with technical and logistical support to make you more prepared and less intimidated for the upcoming trade show. Participating companies will have access to: Translation of documents

- Targeted invitations to buyers
- Inclusion in brochure containing your company profile, contact details, and product lines
- On-site assistance from Food Export's in-market representative and more!

Contact: Lisa Stout / (608) 224-5102 / lisa.stout@wi.gov



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